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I hereby certify that this correspondence is being electronically transmitted to the United States Patent and Trademark Office, Commissioner for Patents, via the EFS pursuant to 37 CFR §1.8 on the below date:

Date: November 10, 2009 Name: Joshua E. Garfield (Reg. No. 58,416) Signature: /Joshua E. Garfield/

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Appln. of: Stromme

Appln. No.: 10/696,747

Filed: October 28, 2003

For: MOVING VIRTUAL ADVERTISING

Attorney Docket No.: 10022/569

Examiner: Chenea Smith

Art Unit: 2421

Conf. No.: 7557

**AMENDMENT AND RESPONSE TO THE FINAL OFFICE ACTION  
MAILED JULY 7, 2009**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed July 7, 2009, Assignee kindly requests reconsideration of the rejection in view of the following remarks and arguments.

**Amendments to the Claims** begin on page 2 of this paper.

**Summary of the Interview** begins on page 6 of this paper.

**Remarks** begin on page 7 of this paper.